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Jones, NALEO Educational Fund and Univision Flagship Station Unveil New Voter Outreach Campaign to Encourage Latino Voter Participation

*Nation's Largest Spanish Language Television Station Will Once Again Work With the
Secretary of State to Air Spanish Language Public Service Announcements*

LOS ANGELES --- Extending a long-term partnership with the Secretary of State's office, Univision flagship station KMEX-TV, Channel 34, the nation's largest Spanish language TV station and the National Association of Latino Elected and Appointed Officials Educational Fund (NALEO) today unveiled new bilingual voter outreach public service announcements and other bilingual voter outreach projects to complement Secretary Jones' ongoing *Vote America* campaign which is designed to remind all Americans that the best way to keep our country strong is to register and vote.

"For several years now, KMEX-TV/Univision and the NALEO Educational Fund have been strong and effective partners in our quest to educate all Californians about the importance of voting and the ability of each individual voter to make a difference," said Secretary of State Bill Jones, Chair of California's *Vote America* effort. "We applaud the work KMEX-TV, the NALEO Educational Fund and all of the state's Spanish-language media have done to extol the virtues of democracy to a segment of our society that has been underrepresented in our elections for years."

"It should be the goal and responsibility of both the public and private sector to make sure that every American's voice is heard on Election Day. Whether that voice is in English, Spanish, Chinese or any other language, it is important for all citizens to stand up and be counted," said Jones.

The non-partisan public service announcements produced by KMEX-TV/Univision will begin airing January 29th and will complement existing Spanish

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language voter education activities by the Secretary of State and the NALEO Educational Fund, such as: an upcoming voter education mailer to Latino households by NALEO; participation in new citizen swearing-in ceremonies; bilingual on-line voter registration forms; a bilingual voter assistance hotline; and year-round efforts to educate and register voters, including an op-ed in *La Opinion* newspaper prior to last year's Los Angeles Mayoral race.

“Our viewers are increasingly interested in the political future of California and our station welcomes the opportunity to provide them with the information they need to make a difference in our democracy,” said Jorge Delgado, General Manager of KMEX-TV.

Arturo Vargas, Executive Director of the NALEO Educational Fund noted that “California has led the nation in reaching out to Spanish-speaking voters. The Secretary of State and the Spanish language media have worked hard to make sure Latinos know their voting rights and exercise them. We appreciate their commitment and dedication to our community and are pleased they are joining us in reminding Spanish-speaking Californians that, 'you have the power to make a difference with your vote.'”

The voter outreach activities by KMEX-TV/Univision and the NALEO Educational Fund are a fitting prelude to Jones' upcoming statewide *Vote America* Voter Registration Week, which will be marked by daily voter registration activities throughout the state. During the week, Californians will be presented with opportunities to register to vote in virtually every aspect of their daily lives – where they work, where they shop, where they eat, where they go to school and where they play.

Vote America is a statewide initiative to encourage voter registration and participation as the best way to keep our country strong in response to the recent attacks against America. The NALEO Educational Fund and KMEX-TV/Univision are partners in that effort.